



# The Warren Clinic Cuts No Show Rate in Half with Integrated Engagement Solution

## THE CHALLENGE

The Warren Clinic is the Tulsa area’s largest network of primary and specialty care physicians, employing more than 600 providers in 112 locations near Tulsa and across Eastern Oklahoma. As it grew, The Warren Clinic’s no-show rates also expanded, exceeding 10%. In addition to reducing no-show rates, the organization also needed to find better ways to broadly communicate to patients for scenarios such as emergencies, weather conditions, outpatient testing, and more.

## THE SOLUTION:

The Warren Clinic adopted Dash by Relatient to support better patient communication, responses, and engagement.

## RESULTS:

Today, The Warren Clinic has cut its no-show rate by more than half to just 4.7%. In addition, Relatient’s Dash solution helped deliver a targeted messaging campaign to drive cancer screening for 600 patients, identifying early detection of cancer in 4.6% of patients, closing gaps in care and activating patients for next steps on their care journey.

## How the Tulsa Area’s Largest Primary and Physician Care Network Makes Life Easier for Both Patients and Providers

The Warren Clinic, part of Saint Francis Health System, is the Tulsa area’s largest network of primary and specialty care physicians. Having roughly doubled in size in the last 10 years, The Warren Clinic now employs more than 600 providers at 112 locations in Tulsa and across Eastern Oklahoma. A regional healthcare system with 48% of the market in Northeastern Oklahoma, The Warren Clinic runs several hospitals and is also known as a multi-specialty clinic with expertise in primary care, adult specialty care, pediatric care, and urgent care.

With such rapid growth, The Warren Clinic faced several daunting challenges: A high no-show rate among its ever-expanding patient population, difficulty capturing changing patient contact information, and a need for real-time population messaging.

## Interoperability with Existing Software Critical to The Warren Clinic’s Success

The Warren Clinic uses the Epic EHR system used by many top hospitals – in fact, it touches more than half of patient records in the United States. When considering implementing a new patient engagement and communication system, Epic integration was a core, crucial functionality The Warren Clinic needed.

Of particular importance to The Warren Clinic is Epic’s Department Appointments Report (DAR), a reporting dashboard key to the daily workflows for practice managers, administrators, and scheduling managers.

Steve Davis, Vice President of Operations at The Warren Clinic explains: “It doesn’t matter if you remind a patient of an appointment 100 times—if the patient cancels and the office doesn’t have the ability to manage appointments and backfill from the DAR, you haven’t solved anything.”

Davis says Relatient offered The Warren Clinic a level of responsive support and integration with its Epic EHR system that it hadn't experienced with its previous vendor. Relatient's Dash engagement software is fully interoperable with Epic's DAR, and that makes it possible for practice managers to proactively fill cancellations and keep patients on schedule. Managers and medical office staff can see patient reminder responses alongside daily appointments, making it easy to see which patients confirmed, which patients need rescheduled or canceled, and where there are new appointment vacancies to be backfilled.

Relatient has also helped The Warren Clinic dramatically reduce its no-show rate, cutting it from 10% to just 4.7%. "We do about 1.2 million visits a year," explains Davis. "So, decreasing our no-show rate by more than 5% means today we're able to see a lot more patients."

Davis has been particularly impressed with Relatient's customer service and responsiveness. "With Relatient, I know who to call. If there's an issue or we need help with something, I can get moving quickly and a fast-turnaround resolution."

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### **Real-time Population Messaging Helps Close Gaps in Care**

In addition to appointment related messaging, The Warren Clinic utilizes both broadcast and targeted population messaging to keep patients informed on important updates, emergency alerts, and office closures. In the event of bad weather or an emergency, staff can alert patients in real time through the modality they prefer.

By segmenting patient populations for specific health campaigns, The Warren Clinic teams are able to nudge patients to take specific action throughout their care journey. One colon cancer screening campaign reminded over 1,500 patients to return their testing kits, and of the 600 returned, 28 were determined to have signs of cancer – or 4.6% of those patients. This early detection through targeted messaging, allowed for pro-active treatment, closing gaps in care, and ultimately saved lives.

"With Relatient we've executed on many opportunities to nudge patients with communications. One big win that we've had was with targeted, directed communications to existing patients during a colon cancer screening kit initiative. We used the same theory on reminding people to return the kits and we received 600 kits back for screening" says Davis.

### **PROVEN EFFECTIVENESS**

- **3.4M** patient outreach messages sent annually
- **61%** appointment response rate, **59%** SMS response rate, **33%** call response rate

